

Rep Order# 9847196 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 584539

Printed: 10/23/2012 10:50 AM
Last Received: 10/22/2012 4:49 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 3420
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LINE 42 NA- SPOTS ADDED -LNS 45-50 - DOLLARS REINSTATED
PER AGENCY...TTL=\$33,710

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*42	SA	1005P-1035P	SEINFELD WK	:30	\$250.00	10/20-10/20	0	0	0	\$0.00	

Rating: 1.2

Sales Remark: V5 1X 10/20 N/A DT INCORRECT PRG ORDERED
NA

V5 Comment Changed, Spots/week Changed

*45	W	530P-9P	MLB WORLD SERIES	:30	\$3,600.00	10/24-10/24	2	1	2	\$7,200.00		
Sales Remark: V5 \$ REINSTATED - PER AGENCY REQUEST												
V5 Added												
*46	TH	530P-9P	MLB WORLD SERIES	:30	\$3,600.00	10/25-10/25	3	1	3	\$10,800.00		
Sales Remark: V5 \$ REINSTATED - PER AGENCY REQUEST												
V5 Added												
*47	W-TH	6A-7A	NEWS	:30	\$650.00	10/24-10/25	4	1	4	\$2,600.00		
Sales Remark: V5 ADD												
REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER												
V5 Added												
*48	W-TH	7A-8A	NEWS	:30	\$650.00	10/24-10/25	4	1	4	\$2,600.00		
Sales Remark: V5 ADD												
REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER												
V5 Added												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*49	W-TH	11A-12P	NEWS	:30	\$400.00	10/24-10/25	2	1	2	\$800.00	
		Sales Remark: V5 ADD-REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER										
		V5 Added										
	*50	W-TH	12P-1230P	NEWS	:30	\$400.00	10/24-10/25	2	1	2	\$800.00	
		Sales Remark: V5 ADD-REINSTATING SPOTS - PREVIOUSLY MOVED BY BUYER										
		V5 Added										

---REPORT TOTALS---

Report Totals: 17 / \$24,800.00

---SALES MONTHLY TOTALS---

Oct 12: 27 / \$33,710.00

Sales Totals: 27 / \$33,710.00

Station Totals: 27 / \$33,710.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$133,558	CABL	0%	KDLU	0%	KJZZ	3%	KSL	24%	KSTU	25%
		KTVX	9%	KUCW	2%	KUTV	33%	UNKB	0%	UNKN	0%

Books null
Demos RA3564